

C1

08/436,102 (filed 5/8/95), <sup>now U.S. Patent 5,718,783</sup> and Serial No. 08/327,426 (filed 10/21/94), <sup>now U.S. Patent 5,768,426</sup> This latter application is a continuation-in-part of Serial No. 08/215,289 (filed 3/17/94), now abandoned, which is a continuation-in-part of Serial No. 08/154,866 (filed 11/18/93), also abandoned. Priority is claimed to each of these prior applications.--

Delete the text extending from page 1, line 15, through page 3, line 18, and substitute therefor the following:

O2

--The internet and the worldwide web are beginning to rival traditional media such as magazines, television, newspapers and books when it comes to the sheer distribution of images, video, and sound recordings. As with these more mature media types, and their various distribution channels, there remains a fundamental need to understand and track how audio and visual material proliferates online. No longer can a creative asset owner simply keep their eyes and ears open and keep track of where their property wanders. What is now required is a proactive identity marking of creative objects, combined with a consistent program for the monitoring of public media (including the worldwide web), looking for and recording instances of these objects, thereby forming the basis for a report back to the owners of the creative property.

The present invention lays out the basis for such a system, proposing steganography as a basis for the marking of creative material, combined with an internet search facility designed to